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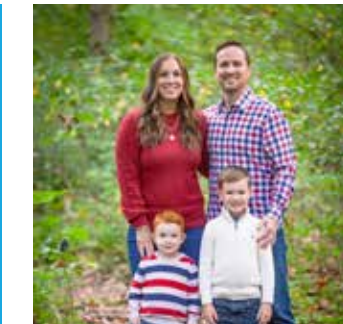



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# MEET THE BLUEGRASS

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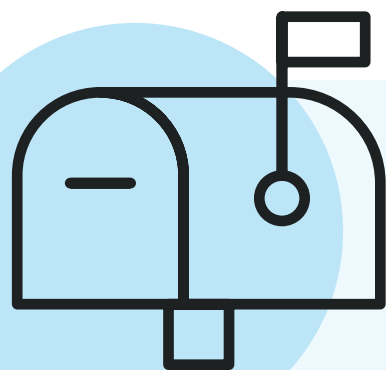


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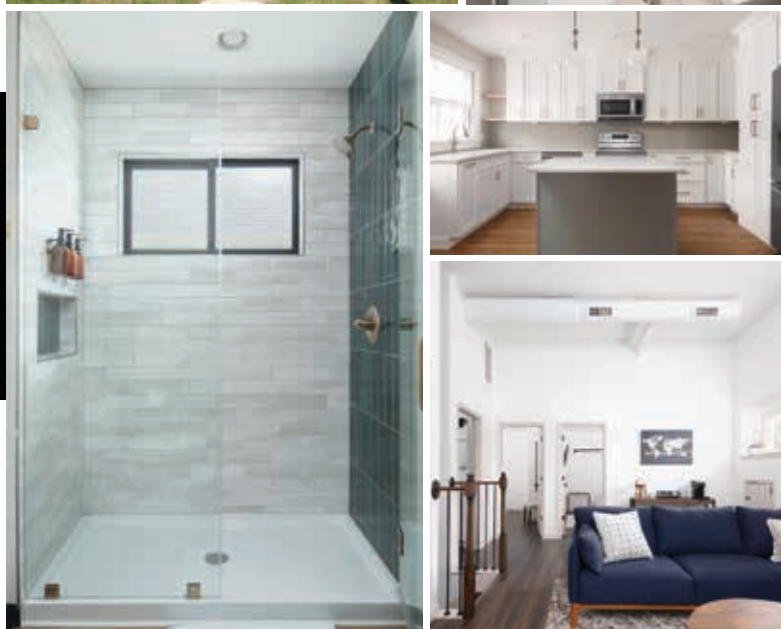


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### FAQ'S ABOUT REAL PRODUCERS

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My family and I are blessed to be able to bring this to your mailbox every month, and I always look forward to giving you the spotlight and time to shine!

Cheers,

**Aaron Hutchison**  
 Owner/Publisher  
 ahutch@realproducersmag.com



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Welcome the the second monthly edition of your *Bluegrass Real Producers* magazine. Keeping in mind I write these articles one month before you receive them, let's just say the last 48 hours have been phenomenal from an outreach perspective. The first publication hit mailboxes and many of you sent texts, DM's, and a couple of actual phone calls, with support and excitement to see RP landing in your mailbox. There were also a few others, who realized this was going to their office, and would rather get it at home, which is completely fine, just email me and we'll get that squared away.

I'm grateful for the support of you as REALTORS®, you care. You care about your business, and the people you surround yourself with, and ultimately you have shown to care about me and helping our team put out a great magazine, which is all about your real estate community. We will continue to bring you this publication **free of charge** each month all I have are a couple asks.



# THE LAND GROUP

YOUR REAL ESTATE CLOSING PARTNER

By Danielle Kidwell • Photos By ThePhaseTwo Media

We were in downtown Lexington and restricted by our location,” says Aaron Marsh of The Land Group, reflecting on his experience at a different settlement office. “My partner, Karen, and I made a move and joined up to open The Land Group in 2019 when our lease was up.” That wasn’t the first time he was forced to make a move.

In the middle of the mortgage meltdown of 2008, Aaron was working at another title firm and got a call from the owner, who was on a marketing trip. “I’m in the airport, and our agency rep, Craig, is on his way to the office - it’s not good, I’ll call you later,” Aaron recalls. “Craig came in and said, ‘I’m here to shut you down.’” Aaron later learned there was a significant hole in the escrow account and the title underwriter had given his boss more than enough time to make it right, but eventually, the decision was made to cancel the company’s agency agreement. Aaron is grateful that his title underwriter who investigated the case knew he wasn’t involved, and that facilitated a smooth exit with a new agency setup. “Your reputation in this industry is key,” Aaron explains. “The last thing you want is to be associated with the mishandling of funds.”



**Your reputation in this industry is key. The last thing you want is to be associated with the mishandling of funds.**





That was 14 years ago and Aaron is still amazed that despite being in the business only four years at the time he was able to land on his feet. While he had been running the office and had a good knowledge base, he was just starting out and recognized that “time in the seat” and experience are key in the title industry, particularly when sticky situations arise. His relationships with his clients are what saved his career. “I had a portfolio of clients who trusted me enough that they came with me when I left. They helped me pay the bills and later helped me start to grow my business once the industry settled down,” he says. “Being forced to start a title operation in the middle of a once-in-a-century lending crisis is less than ideal, but it turned out to be a blessing because I realized how important the relationships were that I had built with my base of clients.

Aaron used that experience to develop his approach to his business. “Stemming from that incident came my appreciation for the relationships I built during that time,” he says. “Even 14 years later the agents and lenders we work with will tell you it is evident that my priority is the relationships.” While they aren’t the biggest title operation in Central Kentucky, Aaron’s goal is not to do as many deals as he can per month, but to work with people who genuinely click with his team and appreciate their level of relationship rather than just checking the box when the deal is closed.



“Agents are putting the client’s entire transaction in our hands and to know that they trust us enough with something that is going to reflect directly on them means the world to us.”



Aaron remembers the moment he realized his hard work paid off. He and a highly successful broker formed a strong relationship rather quickly, for which Aaron credits his team. “He called me randomly on the way home from a recent closing and said he wanted to thank me, but probably not for what I thought,” he remembers. “He said, ‘I just want you to know that you have changed the way I look at relationships, not individual ones, but the idea of them, and going forward I need to focus on moving that idea up in my hierarchy of values and things I focus on.’” That hit

home for Aaron, who says, “I knew that people we worked with appreciated my approach but this was the first time someone verbalized that in such a direct way, and it meant a lot to me that he called out of the blue to tell me that.”

While he loves his work, Aaron admits that he occasionally gets stressed out. As an owner of The Land Group he has a lot of responsibilities and sometimes needs to ground himself, and he does that by getting back to HIS land. “One thing that keeps me grounded is our small farm,”

he says. “This can be a stressful business with rushed timelines, last-minute changes, and constantly changing demands, but out there, all of that goes away for a little bit.” Aaron and his wife of 20 years, Kristin, have two children, Sarah Kate (16) and Sam (12). The whole family enjoys escaping to the 56-acre farm to unwind. Aaron explains, “I’m not really a city guy, I go because that’s where my business needs to be, but my focus is on the quieter side of the community.”

Aaron is grateful that his clients put a lot of trust in him and his team, and he understands that their experience with The Land Group reflects on them. “Ultimately agents know their buyers and sellers are going to credit them with anything that goes well or not so well with their closing,” he explains. “Agents are putting the client’s entire transaction in our hands and to know that they trust us enough with something that is going to reflect directly on them means the world to us.”



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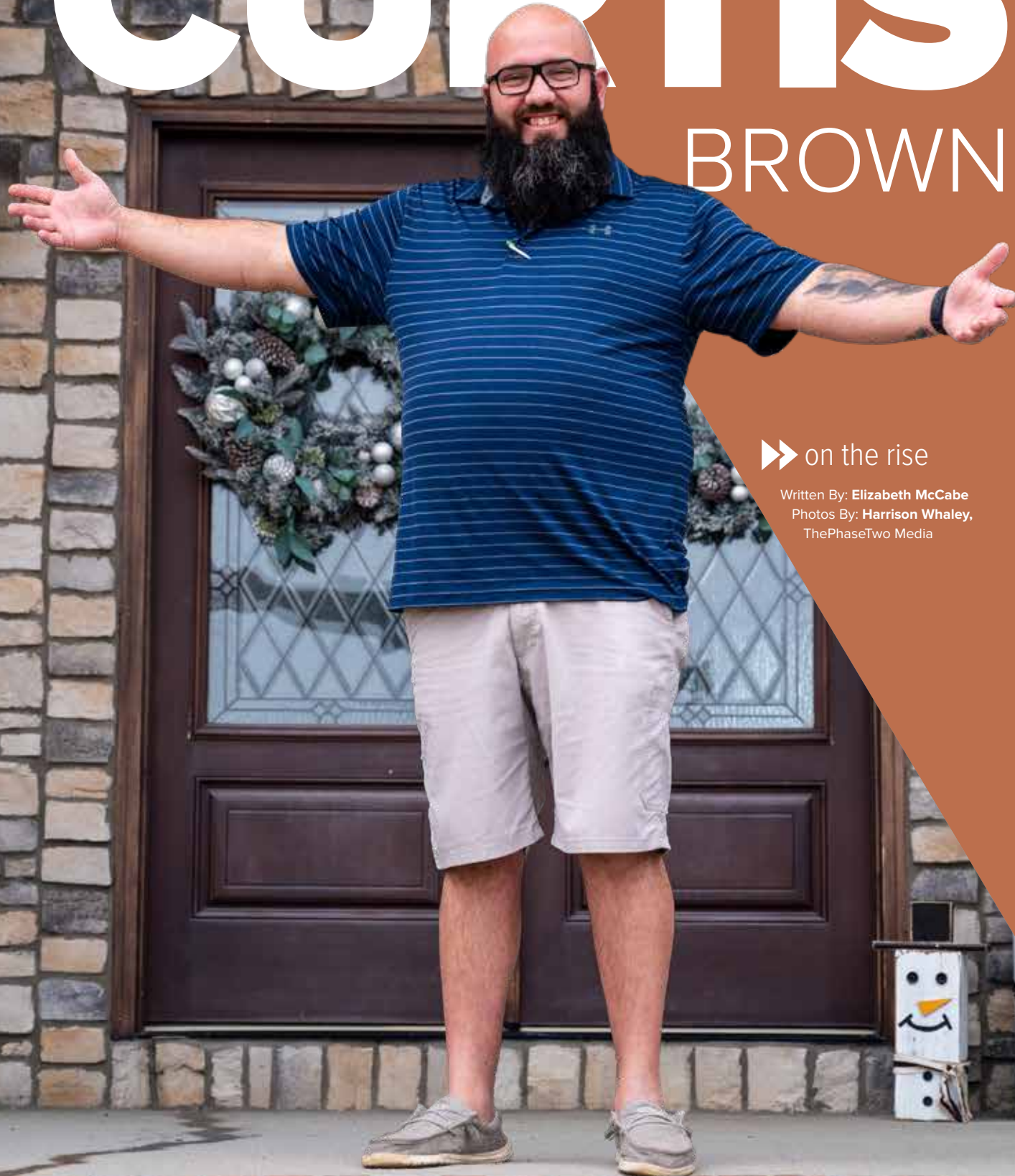


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# CURTIS BROWN



► on the rise

Written By: **Elizabeth McCabe**  
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## KELLER WILLIAMS COMMONWEALTH

When God calls, answer. When He speaks, obey. Curtis Brown, a REALTOR® with Keller Williams Commonwealth, answered the call to real estate.

### The Road to Real Estate

A devout Christian, Curtis first got interested in real estate when his girlfriend (now wife) Crystal was listing a home by owner for two weeks. He explains, “She just became overwhelmed with all the REALTORS® leaving their cards.”

Seeking a better way, Curtis found Steven Dowell on Facebook one night and stayed up until 3 a.m. watching Facebook Live, captivated by this REALTOR®. Curtis comments, “One thing that caught my attention the most was that no matter if it was a \$10,000 trailer or a million-dollar lake property, his Facebook Live was always the same. He was very exuberant and excited, even if there was a significant price difference in properties.”

Curtis was convinced that Steven would sell Crystal’s house. He says, “I sent her a text at 3 in the morning, ‘When you wake up, call Steven Dowell. He lives and breathes real estate.’”

Taking his advice, Crystal did just that. A week later they had an appointment and Steven sold the house for \$400 less than the full price within six hours. Curtis continued to follow Steven on social media, drawn to this charismatic agent.

“I was looking for something different. I just didn’t know what that was.”

### Answering the Call

When Curtis was attending a camp meeting in January 2020 at Lancaster Church of God, an evangelist came. Inspired by his story of leaving a six-figure income to pursue ministry, Curtis listened intently to his message.

“His message was to jump,” he says. Captivated by the evangelist’s words, Curtis felt like he was the only person present. He connected it to real estate. At that time, Steven had just started his own company, Realty World Dowell and Associates, and wanted to hire full-time agents.

Curtis wrestled with the decision before him. Tossing and turning at night in bed, his wife Crystal asked, “What is wrong with you?” Curtis said, “I feel like the Lord told me tonight, ‘Trust Him or don’t. He has made the way for real estate for me. I am supposed to jump, but Steven doesn’t hire part-time agents.’”

The stakes were high, especially being the breadwinner and having three children, the youngest named Caralina, who was born at 1 pound 11 ounces, coming home on Christmas Eve in 2019.

Curtis sent Steven a message through Facebook at 3 in the morning, asking if he would possibly hire a part-time agent. Steven immediately responded, “If it is the Lord, who am I to say no?”



“  
I was  
looking for  
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didn’t know what  
that was.”

“

**My favorite closings are a tie between first-time homebuyers and veterans... The day you buy your first house is a feeling you will never forget.**



...

“I had all the proof that I needed,” says Curtis. The next day, he jumped into real estate classes and became a REALTOR® a year later on January 28, 2021. He worked part-time with Republic Services until May 8, 2021. When he missed two deals that were equivalent to three months wages, he knew he had to make the leap of faith and went “all in.”

**Making His Mark**

“Real estate has been phenomenal. I love it,” raves Curtis. He had 70 transactions in 2022, topping 15 million dollars.

“When people call me, I take a lot of pride in that,” he smiles. He has a servant’s heart and is eager to help others. “My favorite closings are a tie between first-time homebuyers and veterans,” he says. Giving the keys to someone who has served our country is priceless. Equally important are first-time homebuyers. “The day you buy your first house is a feeling you will never forget,” he says. Seeing the smiles and tears of joy at the closing table is worth every ounce of effort.

**Family Focused**

When not working, Curtis treasures time with his family. He and Crystal have a blended family with Caden Tucker, Bentley Brown, and Caralina Brown. They try to go on a vacation every quarter, making memories to cherish.

Originally from Stanford in Lincoln County, Curtis says it’s the perfect place to live. He says, “It’s the reason I am the way that I am. Stanford is like Maybury and everybody knows everybody.” He’s proud that the Great American Family Network chose Stanford to be the location of their movie, *My Small Town Christmas*, which aired this past December with Jen Lilley.

Stanford is also the location of Curtis’ new coffee shop, HeBrews Coffee Co., that will be opening soon. Based on Hebrews 6:12, this coffee shop will help those “so they may not be sluggish,” and also fuel people’s faith.

**Final Thoughts**

Curtis is an inspiration, leaving a stable job to launch into real estate. “I love what I do,” he concludes. He can’t imagine doing anything else!



Photo credit: Shirley Lee





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PHOTOGRAPHY

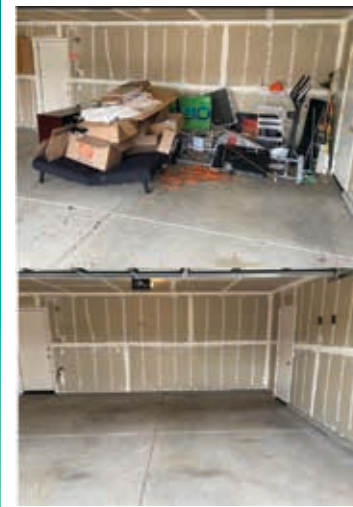
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SHERIDAN SIMS

The Catalyst Group



cover story

Written By Elizabeth McCabe  
Photos By Harrison Whaley- ThePhaseTwo Media

KELLER WILLIAMS COMMONWEALTH

Central Kentucky native Sheridan Sims has always had a love for working with people, and that passion has led him to a successful career in real estate. Growing up in Lexington and attending Western Kentucky University for a degree in marketing with a focus in sales, Sheridan says "It's given me an appreciation for the people who live in our community."

Sheridan's background as the child of two self-employed parents also gives him a special appreciation for the needs of self-employed clients. With his father being a commercial architect and his mother owning and operating a successful skin care business for 25+ years, Sheridan has a deep understanding of the construction and rental property industry as well as the importance of providing exceptional customer service.

Combining his love of real estate and his concern for people, Sheridan became a REALTOR® in 2015. Now he leads a successful team within Keller Williams Commonwealth.

**The Catalyst Group**  
"We have nine total on our team with six agents," says Sheridan. His team is The Catalyst Group, as for the name "Catalyst," Sheridan explains, "That's what we wanted to be for our clients regarding their real estate needs. We offer a level of service that is different than most. With our ability to help clients, we are a 'catalyst' for them, whether buying or selling." The team recently passed \$100 million in production since their inception with \$30 million in sales last year.



“I'm **passionate** about helping the people on my team grow and meet their goals.”

“I'm passionate about helping the people on my team grow and meet their goals,” he says. A servant leader, Sheridan leads from every angle. “I walk with them,” he comments. “Seeing other people with the same vigor and love for the job has been cool. That's the kind of people I want to be around.”



Sheridan's leadership style is centered on mentorship and helping his team members reach their full potential. He has had the privilege of being mentored by industry leaders such as Tara Smith, Operating Principal of KW Commonwealth. "I don't believe that anyone succeeds alone. Mentors help shape me into the person that I strive to be. No one stops growing and maturing," he says.

In addition to his dedication to clients and team members, Sheridan is also passionate about giving back to the community. The Catalyst Group is actively involved in philanthropic and charitable causes, such as The Shepherd's House, a sober living and treatment program. The team donates \$100 from every real estate closing to the program and is a Presenting Sponsor in its yearly fundraising event, The Run for Recovery.



#### Making Memories with Family

When he's not working, Sheridan cherishes time with his family. He and his wife, Sydney, have been married for 5 years and have two young children, Palmer (3) and Talon (1). They also have a Golden Retriever named Mack. As a family, they enjoy traveling and making memories together. In his free time, Sheridan also enjoys golfing, "My daughter is slightly starting to show interest in it," he says optimistically, as well as bowling with friends.



#### Final Thoughts

Sheridan Sims has found his passion in real estate and has made it his profession. His love for helping people in his

community is evident in his enthusiasm and determination. With his unique background, leadership style and community involvement, Sheridan is truly a Top Producer in the real estate industry!



“  
I don't believe that anyone succeeds alone. Mentors help shape me into the person that I strive to be.  
**No one stops growing and maturing.**  
”



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